LEO BURNETT COMPANY, *Inc.*

Ad No. 184—Req. No. 92434—2/3 page—B&W—4½ x 10 in.—{Notre Dame Scholastic, October 12 / The Navy Log, October 28 / The Pointer, October 5 / New Yorker, September 26}—1959 (B)

On Campus with Max Shulman

(By the author of "Rally Round the Flag, Boys", "I Was a Teen-age Dwarf", etc.)

FASTER, FASTER!

College enrollment continues to spiral upward. The need for more classrooms and more teachers grows more desperate daily. But classrooms, alas, do not spring up like mushrooms—nor teachers like May flies. So what must we do while we build more classrooms and train more teachers? We must get better use out of the classrooms and teachers we now have. That's what we must do.

This column, normally a vehicle of good-humored foolery, will today forsake laughter to examine the crisis in higher education. My sponsors, the makers of Philip Morris Cigarettes, as bonny a bunch of tycoons as you will see in a month of Sundays, have given cheerful consent to this departure. Oh, splendid chaps they are—the makers of Philip Morris, fond of home, mother, porridge, the Constitution and country fiddling! Twinkly and engaging they are, so full of joy, so brimming with goodness, so loaded with felicity as the cigarettes they bring you in two handy packages—the traditional soft pack and the crushproof flip-top box.

How can we make better use of existing campus facilities? The answer can be given in one word—*speedup!* Speed up the educational process—streamline courses. Eliminate frills. Sharpen. Shorten. Quicken.

Following is a list of courses with suggested methods to speed up each one.

PHYSICS—Eliminate slow neutrons.

PSYCHOLOGY LAB—Tilt the mazes downhill. The white mice will run much faster.

ENGINEERING—Make slide rules half as long.

MUSIC—Change all tempos to allegro. (An added benefit to be gained from this suggestion is that once you speed up waltz time, campus proms will all be over by ten p.m. With students going home so early, romance will languish and marriage counsellors can be transferred to the Buildings and Grounds Department. Also, houses now used for married students can be returned to the School of Animal Husbandry.)

ALGEBRA—If X always equals twenty-four, much time-consuming computation can be eliminated.

DENTISTRY—Skip baby teeth—they fall out anyhow.

POETRY—Amalgamate the classics. Like this:

Hail to thee blithe spirit
Shoot if you must this old gray head
You ain't nothin' but a hound dog
Smiling, the boy fell dead

You see how simple it is? Perhaps you have some speedup ideas of your own. If so, I'll thank you to keep them to yourselves.

© 1959 Max Shulman

* * *

The Philip Morris Company, makers of Philip Morris, Marlboros and Alpine, have no interest in speedup. We age our fine tobaccos slow and easy. And that's the way they smoke—slow and easy and full of natural tobacco goodness.

Source: https://www.industrydocuments.ucsf.edu/docs/sjcy0004

2061033598